

American College Dublin

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IB200 INTRODUCTION TO MANAGEMENT

Credits:	6
Credit level:	Stage one
Prerequisites:	None
Mandatory:	Yes
Contact hours:	40
Academic Year:	2011 - 2012
Semester:	1
Lecturer:	
email:	

MODULE DESCRIPTION

A study of the theories, practices, procedures and problems involved in modern corporate business management. The course is an introduction to management and the principles of doing business in a dynamic and fast moving environment.

INTENDED LEARNING OUTCOMES

At the end of the module, students will have:

1. An understanding of the principles of management
2. The ability to critically analyse the process of management
3. The knowledge to develop innovation in an organisation
4. An appreciation of the inter-relationships of the functions in organisations
5. The capacity to recognise entrepreneurial opportunities
6. The ability to relate a range of managerial activities into a coherent whole

TEACHING METHODS

Lectures, exercises, assignments, readings and group discussions, based on aspects of management in an organisational context.

LEARNING OUTCOMES MAP

Learning Outcomes	Content	Delivery	Assessment
1.	All sections	Lectures, readings, class exercises and discussions	Class exercises, assignments, exam and participation
2.	Sections 3 - 6	Lectures, class exercises and discussions	Class exercises, assignments exam and participation
3.	Sections 4 - 6	Lectures, readings, class exercises and discussions	Class exercise, assignments, exam and participation
4.	Sections 4 - 6	Lectures, readings, class exercises and discussions	Class exercise, assignments, exam and participation
5.	Sections 1 - 3	Lectures, readings, class exercises and discussions	Class exercises, exams, assignments and participation
6.	All sections	Lectures, class exercises and discussions	Assignments, exams, class exercises and participation

COURSE OUTLINE:

Weighting

1. Management in context (Chapters 1, 2 and 3, Naylor)

15%

What is management
 Management theory
 Understanding the environment
 Adapting to change

2. Themes in Management (Chapters 4, 5, 6 and 7, Naylor)

20%

Global business
 Social responsibility and ethics
 Managing for quality
 Enterprise and Entrepreneurship

3. Planning and decision making (Chapters 8 and 9, Naylor)

15%

Planning and strategic management
 Decision making

4. Organising, Leading and communicating (Chapters 10, 11, 12 and 13, Naylor) 20%

Principles and design
Leadership and motivation
Groups and teams
Communication in management

5. Implementing policies and plans (Chapters 14, 16 and 17, Naylor) 20%

Human Resource Management
Marketing management
Innovation

6. Control and Change (Chapters 18 and 19, Naylor) 10%

Control of management processes
Control, learning and change

READING

Text

Naylor, J. (2004). *Management*. Second Edition. FT Prentice Hall.

Supplementary Reading

Griffin, R.W., (2009). *Management*. Eighth Edition. Houghton Mifflin, Boston.

Certo, S.C. (2002) *Modern Management*. Ninth Edition. Prentice Hall.

Drucker, P. (1999). *Management Challenges for the 21st Century*. Butterworth-Heinemann.

Evans, P. & Wurster, T.S. (2000). *Blown to bits, how the economics of information transform strategy*. Harvard Business School Press, Boston.

Kotter, J. (2002). *Leading Change*. Harvard Business Review.

Covey, S. (1992). *The Seven Habits of Highly Effective People*. Prentice Hall.

Smith, I. & T. Boyns (2005) *British management theory & practice: the impact of Fayol*; Emerald Vol.43, No.10, pp 1317-1334

Brews, J & E. Wray-Bliss,(2008) *Re-searching Ethics: Towards a More Reflective Critical Management Studies*, Organisation Studies: 1521

Collins, D (2001) *The fad motif in management scholarship*, Employee Relations, Vol. 23, No.1 pp.26-37 MCB University Press

Newspapers & Publications

Students are also encouraged to read and refer in class to articles of current management interest from the following publications as part of class discussion and class presentations; The Wall Street Journal; The Financial Times; The European; Newsweek; The Irish Times; The Sunday Business Post; The Economist; etc.

Internet websites

<http://www.unison.ie/irishindependent/>

<http://www.kompass.ie/>

<http://www.ireland.com/newspaper/>

<http://www.guardian.co.uk/>

<http://www.actualidad.com/> (index of world newspapers)

<http://www.sbpost.ie>

<http://www.economist.com/>

<http://www.ft.com/>

ASSESSMENT/GRADING

Assessment

The following must be completed satisfactorily by any student undertaking the standard assessment of the course.

- Assignment:** Students are required to submit an individual or group project based on a business issue relevant to management. This to include strategy, argumentative questioning and a conclusion to facilitate management decision making
- Presentation:** Students are required to present their assignment individually or in groups.
- Examination:** The examination consists of a series of interrelated questions based on the book and handouts. Students will be given a number of questions out of which they choose three.

Assessment will take the form of :

Assignment	30%
Presentation	10%
Attendance/Participation	10%
Final exam	<u>50%</u>
Total	100%

Grading

Each component of the course will be assessed separately. Students will be graded according to the attached grading system as outlined in the HETAC Marks and Standards 2009, available at:

http://www.hetac.ie/docs/Assessment_and_Standards_2009.pdf (page 23).

ATTENDANCE

Attendance is crucial. In the case of illness it is the student's responsibility to telephone the College office to notify the lecturer. See Academic Policies and Procedures in the ACD Catalogue.

ACADEMIC DISCIPLINE

Refer to the subsection on Academic Discipline in the current ACD Catalogue.